



# The Emerald News

Office of  
Councilmember  
Marti Emerald

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November 2013



Dear Friends:

Thank you for taking the time to read The Emerald News! Here's a brief update on what has been happening at City Hall and around our district:

**PUBLIC SAFETY:** As chair of the Public Safety & Neighborhood Services Committee I recently held a meeting to hear from the Chiefs of our Police, Fire and Lifeguard Departments on various important issues, including the Police Five-Year Plan Update, fleet maintenance of reserve fire engines, and a Lifeguard Five-Year Needs Assessment.

**PROMOTE TRUST IN OUR GOVERNMENT:** My colleagues and I voted to restructure our city management organization to increase communication, transparency, accountability, and provide continuous improvement.

**DELIVERING RESOURCES:** I am proud to be working with my colleagues on passing a \$120 million infrastructure bond program that will fund much needed projects throughout the city, including \$11.2 million for a mid-city fire station.

**EMPOWERING PEOPLE:** I am proud of the following individuals from our district who will be sharing their knowledge and expertise with the city through their recent appointments to City boards and commissions. **Guy Hanford:** Small Business Advisory Board, **Nohelia Patel:** Consolidated Plan Advisory Board, **Norma Rodriguez:** Arts and Culture Commission, **Armand Binombe & Hawo Abdi :** Youth Commission.

If you would like more information on any of the items I have shared with you or have concerns about any city related issues please do not hesitate to call my office at (619) 764-8926.

*Thanks, Marti*

## **Mission Statement**

*Empower constituents to improve their quality of life, economy, and neighborhoods through the effective use of a responsive, transparent, and trustworthy city government.*

## **My Goals:**

Provide Safe Neighborhoods, Empower People, Deliver Resources,  
Create Economic Opportunity, Promote Trust In Government



## District 9 Communities

- Alvarado Estates
- Azalea Park
- Castle
- Cherokee Point
- Chollas Creek
- Colina Park
- College Area
- Corridor
- Denstedt Point
- El Cerrito
- Fairmount Park
- Fairmount Village
- Fox Canyon
- Hollywood Park
- Islenair
- Kensington
- Mountain View
- Mt Hope
- Ridgeview
- Rolando
- Saranac-Mohawk
- Southcrest
- Swan Canyon
- Talmadge
- Teralta-East & West
- Willie Henderson

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## Community Representatives

### Rudy Vargas

Azalea Park, Castle,  
Cherokee Point, Corridor,  
Fairmount Village, Swan  
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West, Colina Park

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### Ralph Dimarucut

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### Chris Pearson

Alvarado Estates, College  
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### Julio Rivera

Mount Hope, Mountain  
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### Zip Codes

92102, 92104, 92105, 92113,  
92115, 92116

## Safety Speaks

As the Chair of PS&NS, I have made the San Diego Police Department's Five-Year Plan one of my priorities. The Plan highlights the needs of the police department including staffing, equipment cost and maintaining existing facilities through Fiscal Years 2014 - 2018



One of the biggest issues facing the police department is retention and attrition and this plan highlights this concern. The police department loses, on average, ten officers a month and the cost of losing experienced officers will not only affect the police department but our communities. Coming up with a solution will take the will of my council colleagues and with their support of this plan, we will begin to address retention and attrition concerns.

Our City is facing many public safety decisions that are important to our residents. I continue to take a strong and proactive approach in meeting the needs of our police and communities. Public safety is both a primary responsibility of local government and a core expectation of the San Diegans we serve.

## Troubleshooting in D9

A home in the community of Mountain View was vandalized and covered in graffiti. My staff became aware of the problem while driving through the neighborhood and reported the issue to both the police department and Urban Corps. The graffiti was documented and promptly removed. Remember, if you find graffiti to report it *immediately*.



**For city property:** Call the Graffiti Hotline at (619) 525-8522 and leave a detailed message including the location, time, and place of the graffiti. **For private property:** The Urban Corps of San Diego County partners with the City of San Diego and other local agencies to remove graffiti on private property and may be reached via a 24-hour hotline at (800) 829-6884 or through their website at [www.urbancorpssd.org/graffiti](http://www.urbancorpssd.org/graffiti). You can also contact the City's Paint & Materials Exchange Bank for free paint at (619) 527-5419.

## Neighborhood Focus: College Area

The College Area Community is located in the central part of the City of San Diego, along the southern rim of Mission Valley and approximately eight miles northeast of the downtown area. It is a resident community, which is home to San Diego State University. SDSU is the largest employer in Council District 9. The renowned Platt College of Design is also here .



The College Area is primarily a residential community populated with Spanish and Craftsman style bungalows with the El Cajon Blvd. commercial artery traversing



east-west. The communities are represented at the College Area Community Council & Planning Board which includes the distinctive neighborhoods of College Area West/East, College View Estates, Catoctin, Alvarado Estates, El Cerrito, Saranac-Mohawk, Denstedt Point, Reservoir Drive, and E. Falls View. The group meets the second Wednesday of each month at the College-Rolando Library in the community room at 7PM. The College-Rolando Library is a state of the art facility serving a variety of needs in the community .

The businesses along El Cajon Blvd. are represented by the College Area Business Improvement District which sponsors the only annual Halloween parade in San Diego: the BOO! Parade ; the Taste of College every April; and the College Neighborhood Home Tour in conjunction with the College Neighborhoods Foundation. The area is also home to the Moxie Theater which produces primarily female playwrights.

The College Area is rich in culture, education, and creativity. It is an outstanding and inspiring place to live and work. The people here are great!

## November Community Events

**Saturday, November 2, 2013** – Celebrate Dias de los Muertos with the City Heights Community from 1:00 pm to 7:00 pm at the Urban Village Park located at 3795 Fairmount Ave. San Diego, CA 92105

**Saturday, November 9, 2013** – The City Heights Swim Center is hosting the Winter Invitational Swim Meet for the City of San Diego Recreational Swim League. Swimmers from all 13 city pools will be competing from 8:30 to 11:00 am at 4380 Landis St, San Diego, CA 92105.

**Saturday, November 16, 2013** – Watershed Avengers invite you to learn about your watershed, restore local canyon habitats, and celebrate with food, a raffle, and music from 9:00 am – 1:00 pm at Hamilton Elementary located at 2807 Fairmont Ave., San Diego, CA 92105.

**Saturday, November 16, 2013**—The University Heights Community Development Corporation is pleased to announce the grand opening of the University Heights Open Air Market from 9:00 am to 1:00 pm. This free community event will feature music, art, Food Trucks, and an extensive selection of fresh local produce to enhance your weekly shopping experience.



# Marti In The District



Councilmember Emerald was presented with the 2013 Archie Moore Humanitarian Award from the Any Body Can (ABC) Youth Foundation for her community leadership and support for inner-city children.



Marti with members from LISC San Diego. Lisc was commended for their efforts to help promote volunteerism and civic engagement in the district.



Councilmember Emerald joined The Price Foundation, Interim Mayor Todd Gloria and several leaders and members from the community for the Copley—Price Family YMCA groundbreaking in City Heights.

## INTERNSHIPS

San Diego City Councilmember Emerald's office is currently accepting applications from motivated high school and college students looking to gain experience interning for an elected official.

Interested applicants should e-mail Julio Rivera a cover letter, résumé and at least one letter of recommendation, along with a brief writing sample, to [jcrivera@sandiego.gov](mailto:jcrivera@sandiego.gov). Please feel free to call (619) 236-6725 with any questions.